



TOOELE COUNTY TOURISM PROFILE

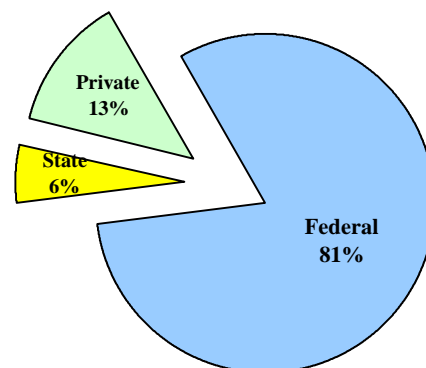
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	31,433	33,457	35,476	38,294	41,549	44,431	6.9%	7
Total Non-Ag Employment	10,207	10,392	10,601	10,837	11,129	11,660	4.8%	10
Non-Ag Avg Monthly Wage	\$2,324	\$2,397	\$2,460	\$2,467	\$2,508	\$2,585	3.1%	4
Per Capita Income	\$16,739	\$17,538	\$17,188	\$17,695	\$18,542	\$18,906	2.0%	16
Unemployment Rate	5.3%	4.4%	5.0%	5.6%	5.3%	7.4%	2.1%	25
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$32.1	\$32.8	\$33.3	\$36.1	\$38.3	\$37.6	-1.8%	14
Travel & Tourism Related Employment	592	602	616	676	726	748	3.0%	14
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$668	\$682	\$692	\$750	\$798	\$782	-2.0%	14
Gross Taxable Room Rents	\$4,874	\$4,240	\$4,123	\$3,756	\$4,658	\$4,289	-7.9%	17
Transient Room Tax	\$146.1	\$124.4	\$117.7	\$112.7	\$139.7	\$128.7	-7.9%	17
Restaurant Tax	\$132.0	\$135.5	\$159.4	\$194.3	\$211.4	\$212.8	0.7%	11
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$229.5	\$257.6	\$282.8	\$306.9	\$330.3	\$363.8	10.1%	11
REGIONAL VISITATION COUNTS								
I-80 UT/NV Traffic Count	1,753,825	1,892,525	1,934,500	2,006,040	2,011,150	2,219,565	10.4%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189	-11.3%	
Antelope Island S.P.	284,171	264,315	362,128	329,751	343,410	291,163	-15.2%	
Utah Lake S.P.	638,381	705,073	734,995	431,702	405,563	276,475	-31.8%	
Great Salt Lake S.P.	628,118	460,989	56,585	136,496	142,433	144,272	1.3%	
Camp Floyd S.P.	12,572	10,886	9,231	8,667	8,639	8,054	-6.8%	

Land Ownership - 1999		No. of Acres	% Total
Total Acres in County		4,474,113	100.0%
Federal Government		3,637,508	81.3%
BLM		1,899,843	42.5%
US Forest Service		135,960	3.0%
National Recreation Areas		--	--
National Parks		--	--
National Wildlife Refuge		1	0.0%
USFS & BLM Wilderness Area		21,718	0.5%
Other*		1,579,986	35.3%
State Government		246,963	5.5%
Utah State Parks & Recreation		565	0.0%
Utah State Wildlife Reserves		1,640	0.0%
State Trust Lands		244,759	5.5%
American Indian		15,643	0.3%
Private**		573,999	12.8%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Tooele County Tourism Profile

